LEO BURNETT COMPANY, *Inc.*
Ad No. 269 (Ash Tray)—Req. No. 79238—1 Page—4/C (dm)—8⅝ x 11⅛ in.—National Magazines, 1971 (A)
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The tip of a Parliament works like a cigarette holder works.
PARLIAMENT
100s
Inside every Parliament tip there's a filter that's recessed. Tucked away from your lips.
So you don't taste the filter. *Just the good, clean flavor.*
The Parliament tip.
It may not look like a cigarette holder. But it works like one.
King-Size and Charcoal 100's.
Kings: 18 mg. "tar", 1.0 mg. nicotine
100's: 19 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Nov. '70

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Source: https://www.industrydocuments.ucsf.edu/docs/lqjn0003
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